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**EDITORIAL OFFICE:**

**Academic Society  
of Michal Baludansky,**  
Humenská 16,  
040 11 Košice, Slovakia,  
tel.: + 421 (0)903 275 823  
e-mail: [asmiba@asmiba.sk](mailto:asmiba@asmiba.sk)

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**TO OUR READERS**



This Journal, Scientific Letters of Academic Society of Michal Baludansky has been conceived by the founders of Academic Society of Michal Baludansky as a printed platform for exchanging knowledge between university scholars and experts from different countries who take a keen interest and activities of the outstanding scientist, educator and statesman Michal Baludansky. The journal is published six times a year. The fifth A issue of year 2017 is devoted to the **Volodymyr Hnatiuk Ternopil National Pedagogical University** and the members of the **International Pedagogical Club "Professional Portfolio"**.

**Volodymyr Hnatiuk Ternopil National Pedagogical University** is one of the oldest higher education institutions in western Ukraine, which is now established as a recognized education and culture, science and methodology centre of pedagogical education in Halychyna. Its history dates back to 1620 when a brethren school was opened and provided the training of primary school teachers. Volodymyr Hnatiuk Ternopil National Pedagogical University is modern state-owned educational institution which is one of the leading pedagogical institutions of Ukraine and the regional center of pedagogical education in Western Ukraine. According to the ranking of higher educational institutions of Ukraine the university belongs to the top three humanitarian and pedagogical universities, and has been awarded a Laureate Diploma of International Academic Rating of popularity and quality "Gold Fortuna". The university comprises 9 departments, 1 institute and centers of pre-university training and postgraduate educational. 39 subdepartments currently employ 533 teachers, including 1 academician of Academy of Pedagogical Studies of Ukraine, 1 corresponding member of Academy of Pedagogical Studies of Ukraine, 7 academicians of specialized academies, 53 Doctors of Sciences, professors, and 352 Candidates of Sciences, associate professors. There are close to 4500 full-time and part-time students studying at the university, 5 dormitories, 6 gyms, an indoor training area, a stadium, biological station, medical care center, sanatorium-preventorium, computer labs providing access to the Internet, library, reading halls, dining hall and cyber-café are designed to serve the students' needs. The University provides opportunities for professional mastering specialties and specializations, allowing graduates to feel confident in the labour market, creating conditions for mastering innovative teaching and information technologies. In general, today the university concentrate efforts on training highly qualified specialists, young, educated people whom our society needs in times of rapid development of science.

**The International Pedagogical Club "Professional Portfolio"** is the association of teachers of higher and secondary educational establishments whose aim is to share their professional experience, accumulate and preserve the best teaching methods approved in real life classrooms. The Club was initiated by Olena Dobrotvor, the assistant professor of Pedagogy and Psychology of Professional Education Humanities Institute of National Aviation University and Alexander Skakunov, the author of IT-education project "Zero to Hero" who decided to change the format of traditional training courses completely and create the new informal space for communication and constructive work. To explain more clearly, the feedback from colleagues makes it possible to objectively reflect on teaching practices and prove their own professional achievements, be open to the criticism and recommendations, plan more effective approaches to new classroom situations. Since May 14, 2016 the project has registered 48 participants from different regions of Ukraine as well as Slovakia, Poland, Germany, Bulgaria, Georgia (<https://www.facebook.com/groups/234752410224796/?fref=ts>). Among them are the heads of teaching departments of the universities, the authors of educational projects (including those based on online platforms), scientists and school teachers.

The organizers of the Club launched a series of training workshops and alternative so called anti-conferences named «Self-Teacher». In the given format of pedagogical discussions club members inform colleagues on the ways of improving teaching-learning practices and demonstrate working techniques and ways of evaluating training results. **The following issues have already been discussed:** Critical thinking of the young people, their ideas on training and lectures, Learning a foreign language by "ear-mouth-eyes-hand method", Visualization cognitive activity of students in the classroom, Academic integrity, A workshop on poetry for everybody, Establishing criteria for assessment of student's achievements, Probability theory in the interaction between children and students. In the near future they plan to create a permanent International Open Methodical Center the aim of which will be to organize systematic communication between the teachers of different countries, to issue electronic Portfolio to support current teachers, to expand best practices and support international and democratic education.

*Lenka Dubovická, editor*

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## EVALUATION OF ACTIVITY OF HOTEL INDUSTRY IN THE CITY OF TERNOPIL

Flinta Nataliia

## Summary

The main component of the tourist industry of Ukraine, as well as the city of Ternopil, is the hotel industry. Significant prospects for improving the economic situation, the development of socioeconomic processes in the region are opening in connection with the holding of the World Powerboat Championship, the "Fainemisto" festival, and others. Thereby, the article reviews the activity of the hotel industry in the city of Ternopil.

**Keywords:** hotel industry, hotel, accommodation, tourism, Ternopil.

## ОЦІНКА АКТИВНОСТІ ГОТЕЛЬНОЇ ПРОМИСЛОВОСТІ В ТЕРНОПІЛЬСЬКОМУ МІСТІ

Флінта Наталія

## Анотація

Основною складовою туристської індустрії як України, так міста Тернопіль, у тому числі, є готельне господарство. Значні перспективи у покращенні економічного становища, розвитку соціально – економічних процесів області відкриваються у зв'язку із проведенням чемпіонату світу з водно-моторного спорту, фестивалю «Файне місто» та ін. У зв'язку з цим, в статті проведено оцінку діяльності готельного господарства м. Тернопіль.

**Анотація:** готельна індустрія, готель, проживання, туризм, Тернопіль.

One of the specialties of the economy of the Ternopil region and the city of Ternopil is traditionally considered to be the tourism industry. Tourism has a great influence on the economy of Ukraine. Among its factors, particular attention should be paid to international tourism as a source of foreign exchange earnings for the country; Tourism leads to an increase in the employment of the country's population; Contributes to the diversification of the economy, creating serving sectors (transport, medical care, souvenir crafts, and others); Investing in tourism of depressed regions contributes to the development of other sectors of the economy. With the growth of employment in the tourism sector, incomes of the population are increasing both in the field of international tourism and in related industries. Thus, in this way, the welfare of the nation increases.

The development of the tourism industry today is a topical issue as tourism is one of the important factors in overcoming the economy crisis, a stable and dynamic increase in budget revenues, a positive impact on the condition in many sectors of the national economy, employment growth, and development in market relations.

The main component of the tourist industry of Ukraine, as well as the city of Ternopil, is the hotel industry. Significant prospects for improving the economic situation, the development of socioeconomic processes in the region are opening in connection with the holding of the Euro 2012, Eurovision 2017, World Powerboat Championship, the "Fainemisto" festival, and others.

This factor will significantly affect the formation of hotel business in Ukraine and the region in the coming years [2].

However, the main task facing the city is the proper preparation of the hotel industry for the reception of foreign visitors, compliance with international standards and requirements.

Hotel enterprises perform one of the most important functions in the field of tourist services: provide them with modern housing and household services. The cost of hotel services form approximately 30% to 50% of all costs in tourists' estimates. In addition, hotel comfort is the main subject of interest of tourists. Therefore, this area is a very important segment of the tourism industry. An important factor in the development of tourism is the quality of service in hotels.

For a detailed analysis of the hotel facilities operating in the city of Ternopil, and the availability of facilities, data from the statistical yearbook of the Ternopil region for 2015 [1] were used.

The total number of hotel facilities in the city of Ternopil in the period from 2000 to 2015 is an average of 11 with the number of rooms within 512, with a one-time capacity of 2,5 thousand (see Table 1)

The largest share of the hotel market in the Ternopil region belongs to OJSC "Ternopil Hotel", which includes such hotels as "Ternopil" and "Halychyna".

Ternopil region, namely the city of Ternopil, is visited by businessmen with business interests, students for studying, individuals and families with kids with recreational purposes,

visitors of sports competitions, fans of music festivals and foreign tourists. During 2015, 48 721 thousand visitors were served in hotels and other places of temporary residence, of which 5,8 thousand (11,3%) were foreign citizens from 46 countries of the world. The largest number of tourists came from Poland - 3173 people, the Russian Federation - 598 people, Germany - 425 people, Canada - 151 people, the United Kingdom - 137 people, etc. 5,7 thousand or 98, 2% of the total number of foreign citizens who visited the region in 2015 stayed in hotels in Ternopil.

Table 1 Hotel facilities of the city of Ternopil [1]

	2000	2005	2010	2013	2014	2015
Quantity of hotels	7	8	10	15	15	14
Quantity of rooms	695	578	430	440	462	469
Capacity, seats	1388	1301	947	907	931	971
Visitors served, individuals	39549	41634	33791	38982	32325	48721
Capacity utilization rate	0.17	0.42	0.18	0.24	0.17	0.19



Pic.1 Hotels and similar establishments in Ternopil

Unfortunately, the condition of most hotel service objects remains at a level far from world standards. The list of additional hotel services is much more modest, which does not allow us to fully utilize the existing potential. Coefficient of capacity utilization of hotel enterprises in 2015 was 0.19 (in 2010 - 0.18). Utilization rate coefficient is calculated as the ratio of the number of nights to the number of places of accommodation, multiplied by the number of days of collective accommodation facilities. Revenues from the operation of hotels and other places of temporary residence in 2015 constituted 14.7 million UAH, which is 25.0% less than in 2010.

Accommodation services in the city of Ternopil are provided by the following institutions: «GardenHoll», «HotelAquaparkAlligator», «VivaAktive», «Avalon Palace», «Akant», «Halychyna», «Hlobus», «Yukhnovich Hotel Complex», «Zlahoda», «Camelot», «Palada», «Sadybalisova», «Sapsan», «Ternopil». In total, the accommodation services are provided by 14 institutions.

For a meaningful analysis of the activity of hotel enterprises of the Ternopil region, one must analyze the indicators of the number of served tourists. (see picture 2)

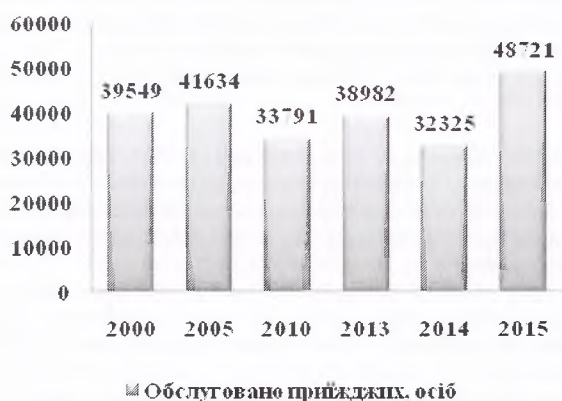


Fig. 2 The number of individuals served in hotels and similar facilities in Ternopil

The obtained results make it clear that the number of people served at the hotel enterprises of the city of Ternopil has increased, namely, if in 2014 the number of individuals served amounted 32,325 people, including 5770 foreign citizens, then in 2015 we can see a tendency for ascending to 48,721 people, of which 6811 are foreign citizens. However, during the period from 2000 to 2015 there were changes in the number of serviced foreigners. Indicators then rose, then dropped.

For a more accurate assessment of the hotel industry in the city of Ternopil one should consider the indicators of the number of rooms and their capacity in hotels (see Table 1)



Fig.3 The number of rooms and their capacity in hotels and similar facilities of the city of Ternopil.

The graph above shows the number of rooms and their capacity for 2000-2015. Having it considered one may

question, why the number of hotels over the years has increased, and the number of rooms has decreased. The answer to this question can be explained by the fact that a large number of rooms in accommodation establishments are given to offices, conference rooms, spa, etc. (see picture 3)

The attraction of foreign investments is an important factor in the successful operation of the market of hotel services in Ukraine and in particular in the city of Ternopil.

According to the State Statistics Committee, the flow of investment in the hotel business of Ukraine in 2016 compared to 2015 has increased by more than 100 million UAH. In the first half of the year investors and international operators mainly studied the situation in the Ukrainian market. As expected, the attention of most major players in the hotel market is tucked over to large cities, including the city of Ternopil.

The influx of foreign investment into the hotel real estate market is equally beneficial for both private business and the state. Together with financial infusions, foreign investment brings new technologies for hotel business organization, new standards of quality, management methods, jobs, they bring with them new international clients and promote the establishment of international relations.

Thus, in the market of hotel services, the investment attractiveness of a hotel object is determined by the ratio of demand and supply in this market in a particular region. The investor's interest significantly increases with the presence of high tourism potential in the region (high business activity, the presence of recreational, cultural, historical objects) and developed infrastructure (developed transport system, a variety of restaurants and other service enterprises). The investment attractiveness of the hotel is also somewhat influenced by its location, the factor of seasonality, the professionalism of the manager, the recognition of the brand under which the hotel operates, and a number of macroeconomic factors, the most significant of which is the policy pursued by the regional and national authorities in the field of tourism.

Under the conditions of the preparation of the World Powerboat Championship, state support for the implementation of investment projects for the development of priority infrastructure projects of production is important, as well as the introduction of economic regulators for the intensification of domestic investment activity.

In the future, the hotel industry should become a leading factor in the promotion of tourism, the integration of the country into the world's structures of international cooperation, the growth of the national culture, the attraction of foreign investment, the growth of the number of tourists at presence of well-developed hotel infrastructure.

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**Flinta Nataliia, e-mail:** Geonataly1@gmail.com. After graduating from the secondary school № 6 in Ternopil in 1989, entered the Y. Galan Ternopil State Pedagogical Institute the Faculty of Geography (specialty "Teacher of Geography and Biology"). Received higher education in 1994. Since November 1997 has been studying at the graduate school of TNPU in the specialty "Economic and Social Geography". Since 2000 have been working at the Department of Geography of Ukraine and Tourism. Since 2014, Deputy Dean of the Faculty of Geography of Volodymyr Hnatyuk Ternopil National Pedagogical University. Did a dissertation research on "Cultural and educational complex of the region and its territorial organization (on materials of the Ternopil region)" in specialty - Economic and social geography in February 2005 (Yuri Fedkovich Chernivtsi National University, specialized academic council K. 76.051.04). In 2007 was awarded the title of Associate Professor of the Department of Geography of Ukraine and Tourism. The scientific interests are focused on the study of the hotel industry in the Ternopil region, the marketing activities of travel companies, the study of tourism infrastructure, and others. Has prepared about 30 scientific works.